

Abstract

Pope John Paul II who led the Roman Catholic Church in the period of 1978–2005 is seen as one of the most influential top officials of this religious institution. His activity in the area of media communication was very conspicuous and has been considered to be revolutionary in many respects until today. Among other things, John Paul II directly encouraged the faithful to actively join the process of media communication, broadening media awareness, the rise of Church media channels as well as their active cooperation with public service or commercial media. Personally, he was very popular among the journalists.

This master thesis under the title „*Kamarádi na cestách*”: *mediální image papeže Jana Pavla II. a jeho poselství hromadným sdělovacím prostředkům* („*Friends in the Travels*”: *The Media Image of the Pope John Paul II and His Message to the Mass Media*)“ attempts to track the approach of the Holy Father to mass media; his active use of mass media; observations addressed to media content creators as well as their target audience; as well as to analyse factors leading to the Pope’s success in the field of media communication and his positively perceived media image. The central part of the text consists of an analysis of the Pope’s messages on the occasions of World Communications Days. Their content may be well utilized to characterize the Pope’s stance on media issues. Furthermore, basic contextual information is presented facilitating insight into the topic as well as into the essential steps in media communication taken by the Vatican after the death of John Paul II in 2005.